

Smokeless tobacco - Karnataka

- A slight decline of overall SLT use is evident in the state from 19.4% in 2010 to 16.3% in 2017. However, there is increase in the number of adults using *khaini*, *gutkha* and areca nut mixture.
- In absolute terms, almost 80 lakhs adults in the state use SLT products, this is almost seven times of the population of Mysore city.
- Areca nut use is alarmingly high in the state with almost two crore adults using areca nut in some form.

Table 1. Smokeless tobacco prevalence in Karnataka

Tobacco and Areca Nut use	GATS-1	GATS-2
Current SLT use	19.4	16.3
Betel quid with tobacco	9.9	9.4
<i>Khaini</i> /tobacco lime mixture	2.4	3.3
<i>Gutkha</i> , tobacco lime, areca-nut mixture	5.8	5.9
Oral tobacco (as snuff, <i>mishri</i> , <i>gul</i> , <i>gudakhu</i>)	1.9	1.3
<i>Paan masala</i> with tobacco		0.7
Snuff		0.5
Other SLT	1.8	0.5
<i>Paan masala</i> without tobacco	Non-Tobacco Products	4.7
Betel quid without tobacco,		27.8
Areca nut		8.3

SLT use and patterns across gender

- Number of females using SLT has gone down significantly from being higher in comparison to male counterparts in 2005-06, with maximum decline in use of other SLT products.
- The number of adult males using *khaini*/tobacco lime mixture has more than doubled during the two survey periods.

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Access to minors:

- Though age of initiation has increased in the state from 17.7 years to 19.8 years, yet 19.7% SLT users start it before the age of 18 years and 42.8% before the age of 20 years.

Cessation without any assistance:

- There is a decline in the number of adults staying quit. However, the number of adults staying quit for more than 10 years has increased more than three times (7.7% to 26.6%).
- Number of adults planning to quit within next month has halved from GATS-1 to GATS-2 while those who plan to quit someday (not within next 12 months) has nearly doubled.
- Almost 35% users were not asked by the health care professionals (HCP) if they used SLT and more than one-third users of SLT were not advised to quit by the HCP in the past 12 months.
- Compared to pharmacotherapy (3.2%), counseling (9.0%) and other measures (8.6%) every 1 in 2 users (45.6%) responded that they preferred tobacco cessation without any assistance.

Economic Aspect

- Majority of SLT purchase continues to be from Stores. However, a great number of SLT buyers (36.2) have shifted to buying SLT from kiosks.
- SLT users in the state ranked 8th in terms of the average expenditure for the last purchase. There is an increase of more than tenfold, from ₹5.2/- in 2009-10 to ₹55.6/- in 2016-17. This is twice the expenditure made in Chhattisgarh and five times greater than what a SLT user spends in Bihar. This is 0.2% of the state GSDP if we consider the last purchase to be weekly and 1.2% if we consider it daily.

Advertising

- There is a significant reduction in adults who noticed any type of advertisement or promotion of SLT at point of sale or at other place (from 87.3% to 23.3%).
- The number of adults who noticed anti-tobacco advertisements has also increased marginally from GATS-1.
- The number of users who thought about quitting because of the pack warnings has almost doubled in the state.

Knowledge, Attitudes & Perception

- Non-users are more aware than users about the ill effects of SLT use, especially about the fetal harm (73% v. 52.7%).